

ABSTRACT OF THE DISCLOSURE

An apparatus for providing object-in-content information that includes a central control unit which creates and provides basic content information, receives the object-in-content information and provides the object-in-content information in a user-viewable format. The apparatus also features an object information interface unit which transmits a message containing the basic content information provided by the central control unit to an object-in-content information managing device, receives a message containing object-in-content information corresponding to the basic content information from the object-in-content information managing device, and transmits the object-in-content information contained in the received message to the central control unit.